DOING BUSINESS IN HALIFAX & MECKLENBURG COUNTY VA?

WITH GOODS AND SERVICES YOU NEED TO ADVERTISE?

WONDERING WHERE TO TURN?

CONSIDER THE BENEFITS OF OUR UNMATCHED TOTAL READERSHIP

15,405 READERS (PRINT)

24,458 READERS (PRINT & WEB)

SEE ADDITIONAL PAGES FOR MORE INFORMATION
WHO WE ARE

The News & Record is a general interest community newspaper published every Monday and Thursday. We’ve been serving the Halifax County-South Boston VA area since 1869.

The Mecklenburg Sun is a general interest community newspaper published each Wednesday and serving Mecklenburg County VA and its major towns of South Hill, Clarksville and Chase City. The Sun began publication in 1976.

WHAT WE OFFER

Combined, our print editions reach 20,154 homes in Southside Virginia; in addition we have more than 19,700 loyal* readers on the web (*10 or more visits per month).

Total readership of our various products — our paid-circulation newspapers, our TMC supplemental shopper in Mecklenburg and surrounding areas, and our Internet site, www.sovanow.com — now surpasses 39,800 people.

WHY US

The News & Record and The Mecklenburg Sun can deliver your message in unmatched fashion over an area from Lake Gaston to the east to the outskirts of Danville/Pittsylvania County to the west. Our newspapers provide award-winning coverage and a level of total readership that you’ll find nowhere else in Southside Virginia.

DISTANCES TO KNOW

SOUTH HILL to PETERSBURG (via I-85): 52 mi.
SOUTH HILL to HENDERSON NC (via I-85): 29 mi.
SOUTH HILL to ROANOKE RAPIDS NC: 34 mi.

CLARKSVILLE to SOUTH BOSTON (via US 58): 22 mi.
CLARKSVILLE to SOUTH HILL (via US 58): 21 mi.
CLARKSVILLE to OXFORD NC (via US 15): 21 mi.
CLARKSVILLE to DURHAM NC (via US 15/I-85): 50 mi.

CHASE CITY to SOUTH HILL (via US 47): 14 mi.
CHASE CITY to SOUTH BOSTON (via US 360): 33 mi.
CHASE CITY to FARMVILLE (via US 15): 35 mi.

SOUTH BOSTON to SOUTH HILL (via US 58): 47 mi.
SOUTH BOSTON to DANVILLE (via US 58): 25 mi.
SOUTH BOSTON to LYNCHBURG (via US 501): 52 mi.
SOUTH BOSTON to ROXBORO NC (via US 501): 19 mi.
SOUTH BOSTON to DURHAM NC (via US 501): 49 mi.
# Halifax County/South Boston Circulation by Zip Code

## Halifax County

<table>
<thead>
<tr>
<th>Town</th>
<th>Zip</th>
<th>Newspaper</th>
<th>Preview</th>
<th>Combo</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Boston</td>
<td>24592</td>
<td>1219</td>
<td></td>
<td></td>
<td>1644</td>
</tr>
<tr>
<td>Halifax</td>
<td>24558</td>
<td>768</td>
<td></td>
<td>150</td>
<td>918</td>
</tr>
<tr>
<td>Alton</td>
<td>24520</td>
<td>269</td>
<td>25</td>
<td></td>
<td>294</td>
</tr>
<tr>
<td>Clover</td>
<td>24534</td>
<td>141</td>
<td>0</td>
<td>141</td>
<td></td>
</tr>
<tr>
<td>Cluster Springs</td>
<td>24535</td>
<td>13</td>
<td>0</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Crystal Hill</td>
<td>24539</td>
<td>61</td>
<td>0</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>Nathalie</td>
<td>24577</td>
<td>436</td>
<td>0</td>
<td>436</td>
<td></td>
</tr>
<tr>
<td>Scottsburg</td>
<td>24589</td>
<td>180</td>
<td>25</td>
<td>205</td>
<td></td>
</tr>
<tr>
<td>Sutherland</td>
<td>24594</td>
<td>47</td>
<td>0</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>Vernon Hill</td>
<td>24597</td>
<td>91</td>
<td>0</td>
<td>91</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>24598</td>
<td>187</td>
<td>0</td>
<td>187</td>
<td></td>
</tr>
</tbody>
</table>

**County Totals**

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3412</td>
<td>825</td>
<td>4237</td>
<td></td>
</tr>
</tbody>
</table>

Outside county, mail deliveries: 311 (adjacent area), 203 (outside market)

**TOTAL: 4,749**

# News & Record Print Circulation

N&R Website Readership (more than 10 visits/month): 19,709 visitors monthly

**Total Readership, Print & Web: 24,458**

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# Mecklenburg County Circulation by Zip Code

## Mecklenburg County

### Single Copy Sales in Parentheses

<table>
<thead>
<tr>
<th>Town</th>
<th>Zip</th>
<th>Newspaper</th>
<th>Preview</th>
<th>Combo</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Hill</td>
<td>23970</td>
<td>718 (450)</td>
<td>2296</td>
<td>3464</td>
</tr>
<tr>
<td>LaCrosse</td>
<td>23950</td>
<td>263</td>
<td>904</td>
<td>1167</td>
</tr>
<tr>
<td>Bracey</td>
<td>23919</td>
<td>342</td>
<td>1389</td>
<td>1731</td>
</tr>
<tr>
<td>Baskerville</td>
<td>23915</td>
<td>64</td>
<td>340</td>
<td>404</td>
</tr>
<tr>
<td>Chase City</td>
<td>23924</td>
<td>718 (450)</td>
<td>1424</td>
<td>2592</td>
</tr>
<tr>
<td>Skipwith</td>
<td>23968</td>
<td>131</td>
<td>190</td>
<td>321</td>
</tr>
<tr>
<td>Boydton</td>
<td>23917</td>
<td>412</td>
<td>656</td>
<td>1068</td>
</tr>
<tr>
<td>Clarksville</td>
<td>23927</td>
<td>908 (500)</td>
<td>904</td>
<td>2312</td>
</tr>
<tr>
<td>Buffalo Jct</td>
<td>24529</td>
<td>300</td>
<td>0</td>
<td>300</td>
</tr>
<tr>
<td>Nelson</td>
<td>24580</td>
<td>95</td>
<td>0</td>
<td>95</td>
</tr>
</tbody>
</table>

**Totals:**

- 5351
- 8103
- 13454

## Lunenburg County

<table>
<thead>
<tr>
<th>Town</th>
<th>Zip</th>
<th>Newspaper</th>
<th>Preview</th>
<th>Combo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenbridge</td>
<td>23944</td>
<td>24</td>
<td>0</td>
<td>24</td>
</tr>
<tr>
<td>Victoria</td>
<td>24574</td>
<td>26</td>
<td>0</td>
<td>26</td>
</tr>
</tbody>
</table>

**Totals:**

- 50
- 0
- 50

## Brunswick County

### Single Copy Sales in Parentheses

<table>
<thead>
<tr>
<th>Town</th>
<th>Zip</th>
<th>Newspaper</th>
<th>Preview</th>
<th>Combo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brodnax</td>
<td>23920</td>
<td>191 (50)</td>
<td>740</td>
<td>981</td>
</tr>
<tr>
<td>Lawrenceville</td>
<td>23868</td>
<td>17</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>Alberta</td>
<td>23821</td>
<td>5</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>White Plains</td>
<td>23893</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Ebony</td>
<td>23845</td>
<td>7</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Gasburg</td>
<td>23857</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**Totals:**

- 276
- 740
- 1016

## Charlotte County

<table>
<thead>
<tr>
<th>Town</th>
<th>Zip</th>
<th>Newspaper</th>
<th>Preview</th>
<th>Combo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Oak</td>
<td>23964</td>
<td>125</td>
<td>291</td>
<td>416</td>
</tr>
<tr>
<td>Saxe</td>
<td>23967</td>
<td>44</td>
<td>0</td>
<td>44</td>
</tr>
<tr>
<td>Wylliesburg</td>
<td>23976</td>
<td>14</td>
<td>156</td>
<td>170</td>
</tr>
<tr>
<td>Drakes Branch</td>
<td>23937</td>
<td>24</td>
<td>0</td>
<td>24</td>
</tr>
</tbody>
</table>

**Totals:**

- 207
- 447
- 654

**Newspaper Total, 4 Counties = 5884**

**Preview Total = 9290**

**SUN Total Circulation = 15,174**

(15,405 WITH ADDITIONAL OUT-OF-COUNTY)
2012 ADVERTISING RATES

ROP DISPLAY

Based on 6 col rule/22” web
See technical specs / deadlines next page

Local Open, column inch..........................................................$5.50
National (Commissionable) ......................................................$6.90
Rerun, same week.................................................................$4.75
Standing (once per week for 6 weeks).................................$4.75
Volume Discount (100 CI or more/month).........................$4.75
Full-Process Color.................................................................$150.00 extra
Spot Color .................................................................$70.00 extra

TABLOID AD RATES

Display ads appearing in N&Rs special tabloid sections are 54% larger than regular display ads, due to larger column widths. Rates below are based on regular ROP rates and are adjusted upwards to reflect the increased size for tab ads.

Tab Open, column inch .........................................................$8.50
1/8 pg (5¼ CI)......$44.50 1/2 pg (2½ CI)......$178.50
1/4 pg (10½ CI).....$89.25  Full pg (42 CI)......$357.00

CLASSIFIEDS

N&R Classifieds also appear at www.sovanow.com

25 words or less, prepaid..................................................$6.00
25 words or less, billed..................................................$8.00
Per additional word.............................................................$20 cents
25 words or less, prepaid, twice in same week.................$10.00
Legal notices, first run.....................................................$20 cents per word
Legal notices, subsequent runs..................................$20 cents per word
Divorce notices, flat..............................................................$50.00
Classified Display .......................................................... same as ROP display rates

PRE-PRINT INSERTS

$150 Minimum Charge
Quarter folding not required

Single sheet, up to 12” x 12”, per thousand ...............$42.00
2 page standard (4 pg tab) ................................................$46.00
4 page standard (8 pg tab) ................................................$46.00
6 page standard (12 pg tab) ...........................................$50.00
8 page standard (16 pg tab) ...........................................$52.00
10 page standard (20 pg tab) ...........................................$55.00
12 page standard (24 pg tab) ...........................................$58.00
14 page standard (28 pg tab) ...........................................$60.00
16 page standard (32 pg tab) ...........................................$64.00
For each extra tab page, add $1 ($2M for standard) to the per 1000 rate

ROP DISPLAY

Sun ads also run in the preview
No extra charge • Ask your rep for details

Local Open, column inch......................................................$6.00
National (Commissionable) .................................................$7.50
Standing (once per week for 6 weeks)..............................$5.60
Volume Discount (100 CI or more/month) ......................$5.60
Full-Process Color ..............................................................$150.00 extra
Spot Color .................................................................$70.00 extra

TABLOID AD RATES

Display ads appearing in Sun special tabloid sections are 54% larger than regular display ads, due to larger column widths. Rates below are based on regular ROP rates and are adjusted upwards to reflect the larger sizes for tab ads.

Tab Open, column inch .........................................................$9.30
1/8 pg (5¼ CI)......$48.80 1/2 pg (2½ CI)......$195.30
1/4 pg (10½ CI).....$97.70  Full pg (42 CI)......$390.60

CLASSIFIEDS

Sun Classifieds also appear at www.sovanow.com

25 words or less, prepaid..................................................$7.00
25 words or less, billed..................................................$8.00
Per additional word.............................................................$0.25 cents
Legal notices, first run.....................................................$25 per word
Legal notices, subsequent runs..................................$25 per word
Divorce notices, flat..............................................................$50.00
Classified Display .......................................................... same as ROP display rates

PRE-PRINT INSERTS

$200 Minimum Charge
Quarter folding not required

Single sheet, up to 12” x 12”, per thousand ...............$51.00
2 page standard (4 pg tab) ................................................$55.00
4 page standard (8 pg tab) ................................................$60.00
6 page standard (12 pg tab) ...........................................$62.00
8 page standard (16 pg tab) ...........................................$65.00
10 page standard (20 pg tab) .........................................$68.00
12 page standard (24 pg tab) .........................................$71.00
14 page standard (28 pg tab) .........................................$75.00
16 page standard (32 pg tab) .........................................$79.00
For each extra tab page, add $1 ($2M for standard) to the per 1000 rate
Zoned coverage under 6,000 pieces; add $10/M
TECHNICAL SPECIFICATIONS & DEADLINES

ROP DISPLAY SIZES (based on 22” web)
Full page: 6 columns wide (10") x 20.75 inches
1 col..........................1.528 in 4 col..........................6.611 in
2 col..........................3.222 in 5 col..........................8.306 in
3 col..........................4.917 in 6 col..........................10 in

ROP TABLOID DISPLAY SIZES
Full page: 4 columns wide (10") x 10 inches
1 col..........................2.38 in 3 col..........................7.46 in
2 col..........................4.92 in 4 col..........................10 in

PRE-PRINT INSERT DELIVERY
Ship all pieces, whether for the News & Record or The Mecklenburg Sun to: The Mecklenburg Sun, 602 Virginia Avenue, Clarksville VA 23927. (Please package inserts in boxes)

DEADLINES
News & Record, Monday edition: Space reservation deadline is prior Friday by noon; material deadline for camera-ready art is prior Friday at 3 p.m.; material deadline for ads requiring make-up is prior Friday at noon.

News & Record, Thursday edition: Space reservation deadline is prior Tuesday by 5 p.m.; material deadline for camera-ready art is prior Wednesday at noon; material deadline for ads requiring make-up is prior Tuesday at 5 p.m.

Mecklenburg Sun, Wednesday edition: Space reservation deadline is prior Monday at 5 p.m.; material deadline for camera-ready art is prior Tuesday at noon; material deadline for ads requiring make-up is prior Monday at 5 p.m.

Sun TMC shopper, “The Preview”, Wednesday edition: To receive your free ad run in The Preview AND to have your shopper ad run in The Preview on the same day as the newspaper ad, all materials MUST BE SUBMITTED AND PREPARED by the prior Wednesday. (The Preview is printed one week ahead of regular mail distribution on Wednesdays). If ads are submitted in time for The Sun but not in time for the shopper, the ad will appear in the following week’s Preview, or will not appear at all if sales dates in the ad have expired.

TERMS & CONDITIONS
BILLING
All rates are net to publisher except for the national commissionable rate. Billing comes at the end of each month with payment due in 30 days. Late payments (>30 days) will incur a 1.5% monthly (18% annually) finance charge. All credit accounts must be approved in advance.

PAYMENT
Cash, check, money order, VISA and Mastercard acceptable. All returned checks will incur a $35 return check fee. To pay by credit card call 434-572-2928 or log onto www.thenewsrecord.com and click on the appropriate links.

CONTRACTS
Available upon request. Failure to adhere to contract terms will result in pro-rata charges, based on the News & Record’s open rate, for all discount advertising run under contract. 30 days written notice is required for contract cancellation.

PROOFS & CORRECTIONS
Proofs prior to publication are provided at advertiser’s request. It is the advertiser’s responsibility to identify errors prior to publication and to notify us if corrections should be made before an ad runs a second time. In the event typographical errors result in an incorrect price on ads, the News & Record will furnish a letter of correction to be posted at the place of business. The News & Record assumes no liability for advertising errors.

TEAR SHEETS
Available upon request.

WEB TRAFFIC REPORTING
Advertisers on the News & Record’s websites (www.thenewsrecord.com and www.sovanow.com) can receive, at their request, monthly reports from Google verifying the number of page views for their ads as well as clickthrough rates, time of visit and other information. Contact your advertising representative for details.

POLITICAL ADVERTISING
All political ads must be paid in advance. All such advertising must be identified as paid political advertising and must include the identity of the campaign or sponsoring organization.